



Huddlestock expands IaaS offering to Garantum Wealth Management

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Huddlestock Fintech AS ("Huddlestock"), a leading investment technology and services provider, has expanded its existing agreement with the Norwegian Garantum Wealth Management AS ("Garantum"). Since May 2023, Huddlestock has been delivering custody services to Garantum, and the expanded IaaS agreement now includes a front-end solution to be delivered via API. The implementation is expected in the first quarter 2025.

"With this agreement we are both demonstrating our ability to deliver products across our end-to-end IaaS platform and our ability to upsell to existing customers. Garantum's decision to expand their IaaS agreement with us fully aligns with our vision to empower modern financial services and improving end-user experiences," says Leif Arnold Thomas, CEO of Huddlestock.

Garantum is an affiliated agent of Garantum Fondkommission AB, a Swedish wealth management firm established in 2004. Renowned for its expertise in structured investments, the firm is a leader in private wealth management operating across Sweden, Finland, and Norway.

By using Huddlestock's IaaS platform, businesses can access investment tools and expertise without the need for extensive infrastructure or in-house resources, allowing them to quickly deploy modern and cost-effective financial services solutions.

Within its existing geographical markets, Huddlestock sees significant untapped potential for its services. The company is pursuing this by upselling to existing customers and forging new customer relationships. Upselling activities are an effective way to drive growth without high acquisition costs. Upselling adds value to existing customers and provides Huddlestock with valuable insights into evolving customer needs, strengthening Huddlestock's ability to capitalize on emerging opportunities.

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About Huddlestock Fintech AS

Huddlestock is an innovative technology software provider through its Investment-as-a-service offering, with full operational service support and a leading financial Consultancy services business. We deliver innovative and sustainable technology and operational solutions to companies offering financial products and services.

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Attachments

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